

State Enhanced Public Education Subcommittee

Meeting Minutes for May 13, 2010

9:30 AM – 4:00 PM at

Camp Murray, Washington

Members in Attendance:

Dan Hally, Chair, Asotin County
Kate Rico, Vice Chair, Lewis County
Aric Cothren, Wahkiakum County
Terri Sebree, Ferry County
Connie Brozik, Stevens County
Jennifer Purkeypyle, Skamania County
Brandy Bledsoe, Kitsap County (CENCOM)
Cathy Field, Mason County
Stacey Unglesby, Yakima County
Tina Bobbitt, Walla Walla County
Melody Hirsch, Garfield County
Deb Homan, Clallam County
Kayreen Lum, King County
Rosanne Garrand, State EMD

Members in Attendance via Conference Bridge:

Kay McKellar, Chelan/Douglas Counties (RiverCom)
Vicki Thoroughman, Snohomish County
Mike Shannon, Spokane County

State E911 Office in Attendance:

Lorri Gifford and Kim Wilson

Welcome and Introductions with New Chair:

This being Dan's first meeting, he gave the group some background history of himself and his involvement in the 911 community.

Review of the March Minutes:

The minutes from the March meeting were approved with the change of Tami Walthall being from Kitsap County, not Mason County.

Recap of Partners in Preparedness Conference:

- An appreciation went out to those who gave a presentation and spoke at the conference.
- Rosanne will send out a list of county Emergency Management contacts.
- For next year, would like to see a little more preparedness for the presentations.
- The booths went well. There were lots of visitors to the booths. Some made connections outside of their counties.
- Suggestion: Could we invite these people from other agencies to one of our meetings? (Kay has a location in October at a fire station with a BBQ in East Wenatchee, if this is a possibility)

Public Education Policy:

The Public Education money was adjusted to \$5,000 in the contract. This was an error. This is still pending the statewide campaign.

Informational Booth at the Pagdiriwang 2010:

- This Filipino festival is at the Seattle Center, June 5-6. Kay McKellar went last year and there was lots of information.
- Could be beneficial for getting 911 information out.
- There is no need for translated material. King County could get people together for this event. Anyone who would like to help should get in touch with Kayreen.

Facebook Update:

- Asotin County Sheriff's Office has one so Dan has experience with Facebook. Some of the tips he gave were:
 - When adding and removing items, these must be logged.
 - Updating must be done often to keep it fresh
- Kay has volunteered to be the administrator. She is going to a seminar next week.
- Any county can send any information they want posted to Kay. Dan has offered to help Kay if she needs it. There was a suggestion to have more than one administrator.
 - Melody, Kate, Cathy, Dale, and Brandy have volunteered to help with the logging and administrative duties.
 - Dan will send out the log template to the volunteers.
- The suggested name of the Facebook site was voted on and it will be called **911 Washington State**, staying with the logo.
- Will need to write down items for a standardized announcement for the media to send out.

Strategic Plan:

- Handed out the E911 Strategic Plan
- Actively working on ideas with Luann, just need to justify to public
- Removed the timelines because didn't know when Luann would have time to review and approve.
- Goal 2: Does not impact at the county level; counties can still move forward. State is in stalemate. Suggestions to counties are to get bids to move forward.

Meeting with Luann Johnson:

- The group expressed the interest to meet Luann, as well as Luann would like to meet the group. Luann is sending and receiving items from home and will comment when she can.
- Lorri will have to educate Luann about 911 and about why the Location campaign is important.
- Luann's objective is to find funding to hire consultant to do survey in PSAP to gather accurate "What's Your Location" information. This may not be important and be a waste of time and money.
 - Her first suggestion was to redo the survey – State office declined.
- Focus should be on making Call Receivers jobs easier – She may need to visit a call center (ValleyCom) to get an understanding of where the gaps were within the survey.
- She thinks we have great ideas, but need to start small and build up.
- She is concerned about public perception
 - Spending large amounts of money while there are budget cuts and loss of jobs
 - Public perception may be eased by creating stickers/car air fresheners

Statewide Campaign:

- Would like to see posters in school rooms with school address and room number with logo in every school statewide as a start to the campaign.
- Pub Ed budget set aside \$125,000 per fiscal year, spent \$9,000. What is not spent would roll into next year. That would be how the \$5,000 was added to each county that has a contract.
- Possibly have about \$100,000 for publications explaining "What's Your Location and the importance. This would go on the website and make it easy to print.
- EMD has approved funding for maps and posters.

WSDOT Grant (For Road Signs):

- State office has not put in for grant request. Rosanne and Lorri will meet with DOT to find out requirements to ensure the current logo and sign requirement are not completely different. Some change could be good; this could give the campaign a fresh look, but not wanting to change too much. Only would want to have minor changes. Lorri and Rosanne will find out specific details on the signs.

Alternative Funding Sources:

- Planning on sending out unsolicited funding applications to the Office on Violence against Women and the Office for Victims of Crime.
- Would like to draft a letter of support from all 39 counties and attach brochure with logo to letter to hand out to partners. (WASPC has already agreed)
- Would like to have letters of support from State partners (Congress, Legislature, and Governor), as well as private partners (Sprint, AT&T, and Verizon). This would eliminate state spending on give-a-ways.
- Most counties have these anti-violence programs in place in their counties already.
- Need help deciding what kind of promotional items would target the intended audience (Billboards, etc.)
- Would need a statewide commitment
- The letters would need to only state the concept
 - Dan would create the packet to include and identify the location problem with 911.
 - The packet would include letters of support, proposal, problem statement, strategic plan, measurable statement, a measurable survey, detailed budget, with narrative goals and objectives, distribution amounts and the target audience.
 - The timeline should be by the end of July. The best time to submit is in the fall. The actual writing of the grant would not take long. The work would consist of gaining and collection of the support letters.
- Once the packet is been complete, Dan will send to two agencies for competition, the Office of Violence against Women and Office against Crime.
- Dan would develop list of counties to send letters to with letter.
- Component would be to start educating at the Domestic Violence Conferences at the national level.
- EMD (Luann Johnson and Jim Mullen) would review the grant proposals. If by chance, they don't agree to sign off on the applications, a county may sign/apply for the grant. May need to brief EMD beforehand.
- This was accepted and agreed to go forward with this as a group.

APCO Summer Conference- Update of Public Education Academy:

APCO has agreed to sponsor the training. There will be no cost to the state office. There was a recommendation as a subcommittee to send a Thank You Letter to the Washington Chapter of APCO for sponsoring the training. Kay would like to create a welcome basket for the instructors.

Public Education Forum:

There was a motion to not use this anymore. There will be no more log-ins sent out. It was not being used and had lost interest. The motion passed.

Public Education Website:

- This had been discussed in the past. Dan has ideas about developing this. It would be kid friendly and have games.
- State public education money can be spent to purchase software. EMD has employee to offer support in development-already working on making EMD's site kid friendly, should be ready in November.
- Each county could have its own site and hyperlink to the state's website. Has been added to the strategic plan. Would make the statewide campaign more credible.
- Motion made to go forward with the website development. Motion passed.

Upcoming Events:

- NENA 2010 Annual Conference and Trade Show in Indianapolis, IN wants to showcase some of the state's events. Kayreen is planning a presentation of King County's program, and if she gets the chance will spotlight a little from what the state is doing. She will look to see if there is anyone from another county available who may be willing to give a short presentation about the statewide campaign.
- Mason County – Cathy Field is doing a presentation in Belfair, she has invited the group to attend if they are in the area. Contact her for dates and time.
- Asotin County – Visited with schools, focused on "What's Your Location?" during April
- Benton County – Taught 'What's Your Location?' during an IT Day and Kid Safe Day, with fire trucks. There were more people attending the IT Day than the Kid Safe Day.

New Business:

- Lorri is putting together a monthly newsletter. The focus will be on what is happening in the counties. She would like to have pictures of your events, stories and ideas. These can be shared with the county coordinators.
- There have been issues with some of the counties ordering the Cell Phone Sally Video from the Texas public education group because of tax exempt issues. Lorri will look into this and try to order it through the state.
- Update on Road maps – Took the information from the 9 questions and added it to the maps. If agreed, it will go to the printers by May 20th, should be back and ready to be distributed to counties by end of June.

Action Items:

- Send out a list of county Emergency Management contacts to 911 Public Education Coordinators – **Rosanne Garrand**
- Send out the log template for Facebook to Melody Hirsch, Kate Rico, Cathy Field, Dale Wilson, and Brandy Bledsoe – **Dan Hally**
- Check in to specific details of what regulations of road signs would be – **Lorri Gifford, Rosanne Garrand**

Next Meeting:

The next meeting will be at the APCO Summer Conference. The group will try to meet during the conference. The time and location will be determined at a later date.